

Comment #: 8

From: Brent Bielema
Sent: Monday, June 14, 2004 7:58 PM
To: rfidworkshop
Subject: RFID Comments

Dear FTC:

I think that the RFID chips may have a lot of worthwhile uses, but consumers must always be informed exactly when and where they are being used.

If a product contains an RFID chip, it should be labelled as such. After all, we require most products to be labelled with information about their ingredients, it just makes sense to extend the same legislation for "chipped" items.

Secondly, if an RFID chip is coupled with a surveillance camera, this situation needs to be disclosed. Consumers need this information so they can choose which stores they patronize, and which products they buy.

Third, the RFID-chipped products need to come with a provision to de-activate or tear off the chip at the checkout aisle. We have so much surveillance already, monitoring consumers to see how products are used, is just too intrusive.

However, if consumers actually want this kind of surveillance, they should be able to consent to it. An example is the "free cars" that people drive to advertise certain products. They are then tracked with a "black box" or GPS to trace their whereabouts.

Finally, I hope this RFID chip issue enables Americans to get serious about restoring our freedoms and privacy, by limiting surveillance to serve citizens and the common good. We need to maintain and increase our "eternal vigilance." Thank you for this opportunity to register my comments.

Brent J. Bielema,

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